

Baraboo Public Art Association

**MINUTES**

March 28, 2019

1. Stelling called the meeting to order at 4:02 p.m. Present: Directors Bekah Stelling, Mike Palm, Marcy Huffaker, Ed Geick, Cully Shelton, Judy Spring, Meg Watson. Guests: Mark Hamden-Krause, Mike Pullen, Eagan Wisner, Daniel Rhode. Sending regrets: Morgan McArthur.
2. Geick moved to accept the agenda, Huffaker seconded. Palm asked that future agendas include the meeting room location and names of BPAA board members. Motion carried.
3. Palm moved approval of the February minutes, Stelling seconded. Motion carried.
4. Website development discussion with guests from Baraboo High School.  
Areas of agreement:
  - a. Who is our audience? Our website audience is the general public, tourists, artists.
  - b. How will they use our website? On both mobile devices and non-mobile devices.
  - c. Agreement: The priority will be to make the mobile site as good as it can be at this time.
  - d. We agree that we need to be on a hosted website, not “stand alone”
  - e. We have a Go Daddy web domain. Mike Pullen suggests we move off of GoDaddy and park it with his business for \$75 year, providing more control than we can get with GoDaddy. Stelling, Huffaker and Pullen will work on this transfer.
  - f. We agree that the website is more static, like a brochure, and serves as a place to organize photos that are posted on the BPAA Facebook or Instagram accounts which Bekah manages.
  - g. We plan to list links with other area arts groups
  - h. We’d like to have map locations for art works. There are several ways to do this.
  - i. Pullen asked about a plan to maintain the site and allow multiple people to add data.
  - j. Website development next steps:
    - i. Shelton suggested we all look at Olympia Washington site as an example of mapping art work location.
    - ii. Rhode suggested people look at the Sauk County Historical Society website as an example of organizing photos
    - iii. Stelling will meet with Hamden-Krause during the IT class Thurs April 4 to look at Wordpress layouts. Others are invited.
5. Treasurer’s Report. Huffaker noted that the balance of funds to pay the artist for the twin elephants will come from the Greater Sauk County Community Foundation when they are installed. Question from Shelton: When does the CD close? Reply: One year. Huffaker noted that the credit card application has been approved. Spring moved to accept the Treasurer’s report, Watson seconded. Motion carried.
6. Annual budget. Huffaker submitted the revised annual budget based on last month’s discussion. Question: How much money do we need to raise? Answer: We need to raise the balance of funds for the second adult elephant project, less the \$5000 from the Sauk County Arts and Humanities grant. Palm presented a fundraising letter that he and artist Dean Allen will use to approach prospective donors. Palm moved approval of the 2019 BPAA budget, Watson

seconded, motion carried.

7. Annual election of officers: Geick moved the current officers be nominated to serve for 2019, plus Cully Shelton as Vice Chair. Watson seconded, motion carried. Shelton inquired about insurance coverage for directors. Spring offered to look up Wisconsin statutes that protect volunteer board members of non-profits.
8. Bylaws update. Stelling moved approval of the updated bylaws, Palm seconded. Motion carried. Spring will provide clean copies.
9. Fabric of the Community murals: Stelling received delivery of the mural panels. Watson is working to contact the sponsors for the May reveal.
10. Quilt Squares: The promotional blurb appeared in the City Newscape. We will also promote at the May reveal. Spring will ask McArthur how many quilt squares are available. Shelton will contact McArthur to see about media coverage for both the mural reveal and quilt squares.
11. Myron Park landscaping. Huffaker described communication with Mike Hardy, Parks Department. The agreement is the landscaping must be easy to maintain on 3 sides and the sculpture plaques need to be exposed. Huffaker noted that simple weeding will be required during start up. We expect the landscaping to go in May 2020 and would like to see it done as a community project, perhaps involving high school Ag, Eagle and/or Art Club and Master Gardeners.
12. No further developments on the Follendorf mural, the water tower mural, or Baribeau bas relief.
13. Logo. Stelling will re-email the final designs and ask board members to vote.
14. New Business. For April meeting, Shelton would like to introduce information about Conserve Sauk Film Festival, Nov. 9, 2019.
15. Board Member Comments:
  - BPAA board members Palm, Watson, Huffaker, and Spring attended Wisconsin Arts Day, March 12. Mayor Palm presented information to the Assembly Committee on Community Development concerning the impact of arts on community development.
  - As an outgrowth of that Huffaker suggested that BPAA hold a brainstorming session next winter so that we can explore some new project ideas. All present agreed that we'd like to have a special meeting in February 2020, with food and time to discuss.
  - Watson noted that BHS Arts Night will be Thursday, April 25. The hours have not been finalized but will probably run from 5 or 5:30 until 7 pm or so. BPAA will have a table, staffed by Shelton and Spring. We will have applications for the mural quilt squares.
16. Geick moved to adjourn, Watson seconded, motion carried. Meeting adjourned at 5:08 p.m.

Judy Spring, Secretary